Listing of Claims:

This listing of claims, will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method for operating a digital television receiver, which comprises:

providing a digital television receiver performing a Digital TV function;

storing a plurality of advertisement messages in a storage device;

subsequent to storing the plurality of the advertisement messages, using the digital television receiver to receive video data from a digital television service provider;

with the digital television receiver, outputing the plurality of the advertisement messages and the received video data; and

if a predetermined number of the plurality of the advertisement ~~messeges~~ messages has been output, then disabling the digital TV function of the digital television receiver.

2. (Currently amended) The method according to claim 1, which comprises:

after the digital TV function has been disabled, such that video data from the digital television service provider are no longer output, storing a new set of the plurality of advertisement messages in the storage device; and

subsequently enabling the digital TV function of the digital television receiver.

3. (Currently amended) The method according to claim 2, which comprises performing the step of storing the new set of the plurality of the advertisement messages in the storage device by downloading the new set of the plurality of the advertisement ~~advetisement~~ messages from a network.

4. (Original) The method according to claim 1, which comprises setting the predetermined number such that all of the plurality of the advertisement messages that were stored will be output.

5. (Currently amended) The method according to claim 1, which comprises performing the outputing step such that the plurality of the advertisement ~~messeges~~ messages that were stored are output as banner advertisement ~~messeges~~ messages together with the received video data.

6. (Original) The method according to claim 1, which comprises providing the storage device as a component of the digital television receiver.

7. (Original) The method according to claim 1, which comprises performing the step of storing the plurality of the advertisement messages by downloading the plurality of the advertisement messages from a network.

8. (Original) The method according to claim 1, which comprises:

receiving additional video data from the digital television service provider;

with the digital television receiver, outputting the additional video data without outputting the plurality of the advertisement messages; and

limiting a duration that the step of outputting the additional video without outputting the plurality of the advertisement messages can be performed.

9. (Original) The method according to claim 8, which comprises performing the limiting step by:

initializing a counter to a predetermined value;

incrementing the counter by an amount corresponding to an amount of time that the step of outputing the plurality of the advertisement messages and the received video data is being performed;

decrementing the counter by an amount corresponding to an amount of time that the step of outputting the additional video without outputting the plurality of the advertisement messages is being performed; and

when the counter reaches the predetermined value, discontinuing the step of outputting the additional video without outputting the plurality of the advertisement messages.

10. (Original) The method according to claim 9, which comprises providing zero as the predetermined value.

11. (Original) The method according to claim 9, which comprises providing the counter as a component of the digital television receiver.

12. (Original) A digital television receiver, comprising:

a video decoder for decoding received video bit streams of a selected program to obtain decoded video bit streams of the selected program;

a banner storage device for storing data representing advertisement messages and thereby obtaining stored data;

a banner rendering unit for decoding and rendering the stored data to obtain rendered data;

a video reconstruction unit for combining the rendered data with the decoded video bit streams of the selected program to obtain a combined video output signal that includes information representing the selected program;

a banner manager unit for reading out the stored data from said banner storage device and for providing the stored data to said banner rendering unit, said banner manager unit generating a disable signal when a predetermined number of the advertisement messages, represented by the stored data, have been read out from the banner storage device; and

an output terminal connected to said video reconstruction unit for receiving the combined video output signal and for outputting the combined video output signal.

13. (Original) The television receiver according to claim 12, comprising:

a system control unit for receiving the disable signal and, in response thereto, for prohibiting said output terminal from receiving the information representing the selected program.

14. (Original) The television receiver according to claim 12, comprising:

a counter having a value that is incremented as the rendered data is combined with the decoded video bit streams of the selected program in said video reconstruction unit;

said video reconstruction unit also configured to selectively output the information representing the selected program without the rendered data;

said value of said counter being decremented in proportion to an amount of time during which said video reconstruction unit is outputting the information representing the selected program without the rendered data; and

when the value of said counter reaches a predetermined lower limit value, said video reconstruction unit being prohibited from outputting the information representing the selected program without the rendered data.

15. (Original) The television receiver according to claim 12, comprising a network adapter for downloading the stored data into said banner storage device from an external network.